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# 1957 TOURIST COURTESY STATION REPORT

PREPARED BY  
STATE ADVERTISING DEPARTMENT  
MONTANA HIGHWAY COMMISSION  
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TOURIST COURTESY STATION ANNUAL REPORT

Published by

MONTANA HIGHWAY COMMISSION

Advertising Department

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TOURIST COURTESY STATION REPORT - 1957

Visitor traffic during the 1957 tourist courtesy station season reached the highest level in Montana history, statistics compiled at the Montana stations and U.S. Customs reveal.

All statistics cited in this report are for the period from June 8, 1957 through September 2, 1957, the twelve weeks during which Montana's courtesy stations were in operation.

Traffic was 5% higher than in 1956, when a decrease from the previous year was reported. U.S. Customs stations reported 10,925 more autos than in 1956 and the Montana stations showed an increase of 5,992, a total of 16,917.

Summarized, the 1957 report for June 8 - September 2, 1957 reveals the following:

TOTAL CARS COUNTED	347,897	3.✓
TOTAL PASSENGERS	1,113,270	
By comparison, the 1956 report was as follows:		
TOTAL CARS COUNTED	330,820	
TOTAL PASSENGERS	1,058,624	

Car counts include both stopping and non-stopping cars. The passenger count was determined on the basis of 3.2 persons per car, a figure which has remained relatively constant nationwide for many years. For comparison, the same figure has been applied to the total cars counted in 1956.

Despite the increased flow of traffic, Montana's summer tourist season was "spotty." Several communities reported their travel business off from 15% to 20%. Others reported having their best year in history.

A percentage of the increase can be attributed to the Young People's Lutheran League International Convention, which attracted 9,000 or more persons to Missoula in July.





The American Legion World Baseball Series in Billings also brought a surge of traffic into eastern and southeastern Montana in September. It does not reflect in this report because the Series was played after the courtesy stations were closed.

However, the visitor traffic produced by these two major events point up the worth of Montana communities undertaking such ventures.



### HOW COUNTS ARE MADE

Montana's Highway Commission operates 13 tourist courtesy stations during the summer months. Except at Saltese, each station is operated by two attendants. Saltese, the busiest, has three.

The attendants have three primary purposes. They welcome out-of-state visitors entering Montana. They count incoming cars and passengers. They collect important data for the annual revenue report.

Stations are located as follows:

Saltese, Highway 10; Noxon, Highway 10A; Troy, Highway 2; Wibaux, Highway 10; Medicine Springs, Highway 93; Crow Agency, Highway 87; West Yellowstone, Highway 191; Gardiner, Highway 89; Rockvale, Highway 12 and 310; Baker, Highway 12; Culbertson, Highway 2; Broadus, Highway 212 and Lima, Highway 91.

Medicine Springs in the Bitterroot Valley showed a surprising 59.5% increase in traffic over 1956. Traffic increased 18.9% at West Yellowstone and 16.4% at Troy.

Traffic at other stations was as follows:

Saltese, +6.3%; Wibaux, -10.4%; Gardiner, +8.2%; Rockvale, -16.6%; Crow Agency, -13.0%; Culbertson, -1.4%; Baker, -20.8%; Lima, -14.9%; Noxon, +.72%; Broadus, -5.5%.

Attendants work every day from 6 a.m. until 8 p.m. during the courtesy station season. They count each car entering the station, record the license it carries and count every passenger in each stopping car. They also count each out-of-state car which fails to stop, recording it as a "non-stop." As official greeters their duties include distributing Montana highway maps and other literature, reporting on road conditions and discussing with tourists the things to see and do while in Montana.



The attendants prepare daily work sheets and from these determine their week-by-week totals. They are required to send an accurate report to the Advertising Office each week. From the summary of these reports, the office keeps abreast of how summer tourist traffic is developing.



#### ASSISTANCE FROM U.S. CUSTOMS

Montana has no tourist courtesy stations along its border with Canada. Reports on traffic from Canada appear here through the courtesy of the U.S. Treasury Department Bureau of Customs.

Canadian traffic entering through the 13 port of entry stations on the northern Montana border increased 19% over 1956 during the period from June 8-September 2. All except two stations reported heavier traffic than the previous year. Total cars was 68,379 compared to 57,454. Total passengers was 227,521 compared to 199,029.

The average number of passengers per car was 3.3.

Some of the Canadian cars also passed through the Montana courtesy stations, thus were counted twice. For that reason the total of Canadian cars which came through Montana's stations was discounted 18%. This figure is explained in the Summary of the Courtesy Station Report.





### TOP TEN

Car counts again reveal Montana's best tourist markets are the west coast and the midwest. The leading states, in order, are California, Washington, Minnesota, Oregon, Idaho, Illinois, Utah, Michigan, Wisconsin and North Dakota.

Surprisingly, California cars outnumbered Washington vehicles for the first time.

### TOURIST VEHICLE COUNT BY MONTHS

Here is how tourist traffic developed during the twelve weeks Montana's courtesy stations were open, June 8 - September 2.

	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>
Vehicles	66,072	100,733	110,341	4,663
% Of Travel	23.4%	35.7%	39.2%	1.7%
	25.4	31.0	28.9	14.7



## 1957 COURTESY STATION VEHICLE AND PASSENGER COUNTS\*

		<u>Vehicles</u>			<u>Passengers</u>		
		<u>Station Location</u>	<u>% of Travel</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>1956</u>
783,000	Saltese	22.0	62,286	58,574	62,443	75,104	
145,000	West Yellowstone	15.5	43,633	36,732	30,131	36,843	
50000	Troy	9.5	26,710	22,945	33,128	26,625	
130,000	Gardiner	9.4	26,503	24,499	39,926	57,160	
175,000	Wibaux	8.1	22,752	25,385	38,918	40,984	
105,000	Culbertson	6.8	19,057	19,320	29,303	25,963	
175,000	Rockvale	6.7	18,740	22,445	9,407	10,114	
183,000	Crow Agency	6.5	18,402	21,144	4,471	15,065	
73,000	Noxon	3.8	10,800	10,722	10,073	11,920	
31,000	Medicine Springs	3.4	9,541	5,983	17,309	12,075	
69,000	Lima	3.4	9,506	11,182	12,776	11,614	
81,000	Baker	3.1	8,867	11,586	15,940	17,699	
87000	Broadus	<u>1.8</u>	<u>5,012</u>	<u>5,300</u>	<u>8,736</u>	<u>6,443</u>	
1,637,066	TOTAL	100.0	281,809	275,817	312,561	347,609	

\*Passengers shown here were counted in stopping cars. Vehicle counts include both stopping and non-stopping cars.

281 808 - 181,010 NS = 69% of ~~Stagnant~~ lines



TOURIST TRAVEL BY STATES

Vehicle Count

1957

<u>STATE</u>	<u>1957</u>	<u>1956</u>
1. California	14,988	15,824
2. Washington	14,523	17,400
3. Minnesota	7,296	7,446
4. Oregon	4,742	5,223
5. Idaho	4,561	5,325
6. Illinois	3,764	4,557
7. Utah	3,079	3,377
8. Michigan	2,967	3,008
9. Wisconsin	2,702	2,892
10. North Dakota	2,605	2,572
11. Iowa	2,224	2,694
12. Texas	1,985	2,654
13. Colorado	1,832	2,534
14. Ohio	1,803	1,989
15. South Dakota	1,266	1,557
16. Indiana	1,218	1,435
17. Kansas	1,190	1,760
18. New York	1,182	1,432
19. Nebraska	1,137	1,405
20. Missouri	972	1,438
21. Arizona	939	878
22. Wyoming	920	1,262
23. Pennsylvania	894	1,060
24. Oklahoma	659	1,036
25. New Jersey	644	693
26. Florida	601	663
27. New Mexico	467	557
28. Nevada	434	548
29. Massachusetts	403	447
30. Virginia	401	425
31. Maryland	365	348
32. Connecticut	225	253
33. Tennessee	208	255
34. Alabama	180	188
35. Louisiana	161	217
36. North Carolina	154	234
37. Kentucky	151	172
38. Arkansas	148	180
39. Georgia	101	172
40. West Virginia	98	128
41. Mississippi	82	160
42. Washington D.C.	72	93
43. Rhode Island	69	85
44. South Carolina	66	95
45. Maine	59	78
46. Vermont	52	66
47. New Hampshire	51	79
48. Delaware	32	48
Non-stopping cars	184,010	165,495
Canada	12,726	12,899
Foreign	401	481
TOTAL CARS	281,809	275,817

65%

60%



CANADIAN CARS AND PASSENGERS

The following statistics are provided by the Bureau of Customs for the period from June 8 - September 2, 1957. They show Canadian cars and passengers entering Montana through the Customs stations on the Canada-Montana border. The 1956 totals are given for comparison.

<u>Port of Entry</u>	<u>1957</u> <u>Cars</u>	<u>Passengers</u>	<u>1956</u> <u>Cars</u>	<u>Passengers</u>
Piegan	21,654	63,109	16,200	55,728
Sweet Grass	19,655	68,795	15,268	53,438
Chief Mountain	8,724	32,642	8,200	29,309
Raymond	6,345	22,207	6,175	19,427
Roosville	2,685	8,654	1,779	6,085
Havre	1,856	6,490	1,827	6,211
Whitetail	1,437	5,022	1,253	6,079
Opheim	1,382	4,667	1,321	4,686
Morgan	1,376	4,714	2,249	7,252
Turner	1,347	4,639	1,452	4,713
Scobey	1,310	4,590	1,193	4,356
Del Bonita	362	1,224	311	996
Whitlash	<u>246</u>	<u>768</u>	<u>226</u>	<u>749</u>
TOTALS	68,379	227,521	57,454	199,029





FOREIGN CARS & PASSENGERS - 1957

<u>COUNTRY</u>	<u>NO. CARS</u>	<u>NO. PASSENGERS</u>
Alaska	197	641
Hawaii	81	280
Germany	36	104
Japan	27	96
England	19	62
Panama Canal	9	35
Guam	4	11
Cuba	4	10
France	3	12
Brazil	2	8
Italy	2	8
Morocco	2	5
Okinawa	2	5
Yukon	2	5
Belgium	2	4
Mexico	1	5
Lebanon	1	4
Puerto Rico	1	4
Venezuela	1	4
North Africa	1	3
Bahamas	1	2
Ireland	1	2
Sweden	1	2
Denmark	1	1
TOTALS	401	1,313



### SUMMARY

By checking all questionnaire cards returned to the State Advertising Office by Canadian visitors it was found that 18% of the Canadians entering at a Montana tourist courtesy station also entered through a U.S. Customs station, thus were counted twice. To avoid duplication, total Canadian cars counted at the Montana stations was reduced 18%. The remaining cars then were added to the total Canadian cars reported by Customs.

Season totals are as follows:

### VEHICLES

Cars counted at Montana courtesy stations exclusive of Canadian cars.		269,083
Canadian cars counted at Montana courtesy stations.	12,726	
Less 18% cars counted at both Montana and Customs stations.	<u>2,291</u>	
	10,435	
Canadian cars counted by Customs.	68,379	
Total Canadian cars.		<u>78,814</u>
Total cars for 1957 tourist season.		347,897





